



Project
- The Magic of Synergies -

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**DEVELOPING JOINT SUSTAINABLE TOURISM
PROGRAMME IN THE CROSS-BORDER AREA ELIN
PELIN AND LESKOVAC**

- Joint Monitoring Programme -

Place: Elin Pelin & Leskovac

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ОБЩИНА ЕЛИН ПЕЛИН



TURISTICKA ORGANIZACIJA LESKOVAC



Centar za razvoj Jablaničkog
i Pčinjskog okruga



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1. Introduction

The competitiveness of the tourism sector is intricately linked to its sustainability, as the quality of tourist destinations is strongly influenced by their natural and cultural environment and their integration into the local community. Until the outbreak of the COVID-19 pandemic, tourism revenues grew steadily and accounted for about 1.5% of the world's social product, over 8% of the value of total world exports, and about 35% of world trade in services. Tourism has a direct and indirect impact on the national economy and employment growth. Diversification and constant product innovation, experiences and emotions, the search for new experiences, travel for culture and education have become new standards and market facts without which it is no longer possible to play in the global tourism industry. Recognizing the fact that every euro spent on tourism generates an additional 3 euros through the economy, proper and sustainable management is the basis for recognizing and multiplying the positive effects of tourism on the economy. That is why tourism is important for the cross-border area Bulgaria - Serbia, as well as for the municipality of Elin Pelin and the city of Leskovac. Interreg - IPA Cross-border Cooperation Program Bulgaria-Serbia through the priority axis sustainable tourism, finances projects that contribute to the development of sustainable tourism and the creation of cross-border tourism products. Tourism represents a development opportunity for the municipality of Elin Pelin and the city of Leskovac. The Leskovac Barbecue Week gastronomic festival has been confirmed as one of the main culinary events in Southeast Europe. In addition to this festival, in the last few years, the festival "Days of Leskovac Mućkalica" has also gained importance. The traditional folklore festival Shoppe Elin Pelin in the municipality of Elin Pelin is one of the very popular national festivals organized in Bulgaria. Every year, a large number of visitors enjoy the magic of this festival, whose main goal is to celebrate tradition and cultural diversity. Festivals and events have a great impact on the image of the border area as a tourist destination and provide opportunities for the development of cross-border partnerships based on synergies and mutual benefits. Recognizing these opportunities, the municipalities of Elin Pelin from Bulgaria, the Tourist Organization of Leskovac and the Centre for Development of Jablanica and Pcinja Districts from Serbia (hereinafter: project partners) jointly implement the Magic of Synergy project (№ CB007.2.12.002) within the Interreg - IPA program cross-border cooperation Bulgaria - Serbia. This joint initiative has the following objectives: i) To create a synergetic effect of joint action of tourism actors in the field of connecting festivals, development of joint policies for tourism development and new tourism products in the border area of Elin Pelin and Leskovac; ii) Implement marketing activities aimed at tourism operators and tourism service providers in relation to the promotion of a common tourism product; iii) Increase the capacity of tourism actors in the cross-border area of Elin Pelin and Leskovac to implement a model of sustainable tourism development through the exchange of best practices, experiences and knowledge. The project focuses on how communities can jointly develop common tourism development policies and new tourism products / services. The valorisation of synergy between the festivals is realized through the joint work of key tourism actors from Elin Pelin and Leskovac and project partners on the development of joint tourism development policies and the development of new joint cross-border tourism products / services. The purpose of these policies is to identify and develop model(s) of sustainable tourism development in the cross-border area of Elin Pelin and Leskovac. Common tourism development policies should contribute to increasing the capacity of local communities for strategic planning, management, and efficient use of potential in the field of intangible heritage and tourism. During the planning phase, the strategic planning process was completed, which led to the development and adoption of Common strategy for sustainable tourism in the cross-border area Elin Pelin and Leskovac 2021-2026 (hereinafter: Common Strategy). The objective of this Common Strategy is to identify and develop a model of sustainable tourism development in the cross-border area of Elin Pelin and Leskovac. The existing tourism product portfolio in the form of festivals in Elin Pelin and Leskovac is basis for creating and launching new cross-border touristic products. The idea is that existing and already affirmed folklore festival "Shopski Praznik" in Elin Pelin and the gastronomic festival Days of Leskovac Muckalica, expand and enrich with new contents. This means that in Elin Pelin will be organized Leskovac Barbecue Day, as a new part of the folklore festival ""Shopski Praznik" in Elin Pelin. On the other side, in Leskovac will be organized Day of ""Shopski Praznik" folklore in Leskovac, as a new part of the Days of Leskovac Muckalica. The Joint Monitoring Programme to measure visitor satisfaction at these festivals allows for the identification of positive and negative effects, the establish of trends over time, and provide a feedback loop for initiating an appropriate management response.

2. The Joint Monitoring Programme

Festival tourism at a destination level is the development and marketing of planned events as tourist attractions. This process includes facilitating and creating events, and the management of events as destination assets. For individual events, festival tourism means taking a marketing orientation to attract tourists, sometimes as an additional segment and sometimes as the core business. Worldwide, cultural manifestations and special events form one of the sectors that record the fastest growth and development within the tourism industry. Many tourism organizations have made the organization of festivals and special events a part of their development strategies, recognizing that many events have the potential to attract visitors to the destination, generate media attention, build a trademark of a destination, and enhance the economy. Steps that precede these success factors are, amongst other, to explore the needs, motives, and benefits of potential visitors with the purpose of designing events that meet the needs of visitors, as well as the requirements of the organizers. That is why it is necessary to explore the motivations and attitudes of cultural event visitors in order to better recognize the needs and demands of the modern guest. The Joint Monitoring Programme serve as methodological recommendations to self-government institutions, tourism NGOs and other tourism stakeholders. The Joint Monitoring Programme describe how to assess visitor numbers and estimate tourism impact on the destination's socio-economic environment. Tourism monitoring is systematic and regular, qualitative, and quantitative observation of the condition of resources used in tourism (natural, cultural, historical, and other resources). Monitoring is necessary for efficient planning and long-term running of tourism development, conservation of natural and cultural resources and territorial management. Economic and social aspect of tourism monitoring is understood as systematic and regular, qualitative, and quantitative observation of tourist numbers (visitors in the area), dynamics of visitor flow and other observations that are necessary to assess socio-economic impact of tourism on the territory as a whole and on individual service providers. The main goal of such monitoring is justified and efficient planning. Monitoring is the process of taking regular measurements, normally using indicators, in order to provide a better understanding of the current situation, as well as some idea of the trends in performance. Monitoring involves carefully selecting and piloting indicators, collecting, and evaluating data, and presenting and acting on the results. Effective monitoring requires significant and ongoing commitment from stakeholders. The importance of monitoring and the value of the information to particular groups of stakeholders needs to be clearly understood prior to starting out, if the programme is to gain stakeholder support and be successful.

2.1 Monitoring objectives and requirements

The monitoring objectives are 1) to examine the impacts of festival on visitors' overall experience, their levels of satisfaction; 2) to provide a feedback information for improve policy making. In this regard, the main requirements relate to practical methods for assessing visitor satisfaction at a local festival.

Visitor Satisfaction: Events in the form of cultural celebrations (festivals, carnivals, religious events, parades, historical commemorations), arts and entertainment (concerts, other public performances, exhibitions, award ceremonies) are pre-organized events that are capable of their content and quality attract visitors, independent of some other tourist attractions located near the venue. In addition to entertainment and information, these events promote the different traditions, culture and customs of the peoples and regions of a country, and thus provide numerous contributions to the community, through increased visits by tourists and their consumption. Festivals are specific products because they are held only once a year and have an unusually strong influence on creating the image of a destination. This kind of event for tourists is usually the third or fourth trip of the year and lasts, on average, from one to three days. Visitors' satisfaction is one of the key variables used in assessing festival quality. Visitors' behaviour describes the process of obtaining and consuming products, services, and ideas, and involves post-sale processes such as assessment and post-sale behaviour. Visitor behaviour is motivated, it is a process which includes a number of activities, varies in time and complexity, includes a number of roles, is influenced by multiple factors, and varies among people. Factors of consumers' behaviour are personal factors, social factors, and psychological processes. The personal factors include motives and motivation, perception, attitudes, personality characteristics, beliefs and lifestyle, style, and knowledge.

The social factors include cultures and subcultures, social class, reference groups and families, while the psychological processes include information processing, learning, changing attitudes and behaviour, and personal influences. The most important psychological variable is motivation. Influence of perception, attitudes, personality, and learning are as well important. Every human activity is always based on the needs, and the results stemming from satisfaction thereof. The needs of the initial activity in the process determine behaviour, although they sometimes occur as a result of certain behaviours. In order to influence the decision of potential visitors to the event, it is necessary to understand the needs, motives, and expectations of potential visitors. A motive is an internal factor that arouses, directs, and integrates a person's behaviour. A decision to visit a festival is a directed action which is triggered by a desire to meet a need. Although they are only one of multiple variables that explain behaviour (others would include learning, cultural conditioning, social influences, and perceptions), motives are the starting point that launches the decision process. At the individual level, a visitor may have several different needs which he/she desires to satisfy through a festival visit. For example, a need to interact with the family, often inhibited by the independent actions of individual members in the home environment, may be accompanied by a desire for cultural enrichment. At the aggregate level of analysis, different visitors may engage in the same package element and derive different benefits from the experience. Thus, for some, eating a particular food may be a means of experiencing a cultural tradition, while for others it may be a means of facilitating inter- or intra-group socialization. There are three reasons for investing effort in understanding the motives of event visitors. First, it is key to design visitor-targeted offers that corresponds to the marketing dictum that says that people do not buy products or services but buy the benefits that meet their needs. Since the elements of the event programme must be designed to satisfy different needs, it is important to identify the needs of different (types of) visitors. Identification of their needs is a prerequisite for effective development of the programming elements, services, and marketing. If these needs are not understood, various elements of the manifestation are likely to be presented in a non-optimal way. Another reason for desiring a better understanding of visitor's motives lies in the close relationship between motives and ultimate satisfaction rating, while a third reason is to facilitate efficient marketing activities. Key question is: 'To what degree does cultural-tourism attractions and manifestation attract 'cultural tourists', and to what extent are they visited in passing by? A bit over a quarter of visitors (26%) takes a trip for the specific purpose of visiting cultural events only, while others consider cultural activity as a core element of their vacation/holidays. If motives are identified, then practical settings and contexts in a festival can be amended to facilitate fulfilment of them. Most festivals draw from a relatively local area, so their continued viability is likely to be dependent on a high level of repeat visitation. There is increasing competition, since almost every community now has at least one festival a year. For visitors to return, they must be relatively satisfied with their previous experience. If needs are fulfilled, then satisfaction will result. Therefore, in order to monitor satisfaction, there should be a knowledge of the needs which festival visitors are seeking to satisfy. Finally, identifying, and prioritizing motives is a key ingredient in understanding visitors' decision processes. Festivals are usually intended for a specific target group and include a smaller number of visitors. The main motive of tourist arrivals is a visit to the festival (film, music, theatre), or some accompanying event, which is connected with the festival. In festival tourism, business effects can be calculated in advance. It is not possible to talk about seasonal oscillations of traffic (the exceptions are emergencies such as the COVID-19 pandemic) since all manifestations are planned earlier. The goal of organizing events and festivals is primarily to promote cultural, natural, and human values and potentials. It also opens the possibility of presenting the diversity and authenticity of a particular area, and thus achieves the diversification of the tourist offer. Existing festivals and events have a great impact on the image of tourist destinations Elin Pelin and Leskovac. The Leskovac Barbecue Week gastronomic festival has been confirmed as one of the main culinary events in Southeast Europe. In addition to this festival, in the last few years, the festival "Days of Leskovac Mućkalica" has also gained importance. The traditional folklore festival Shoppe Elin Pelin in the municipality of Elin Pelin is one of the very popular national festivals organized in Bulgaria. Every year, a large number of visitors enjoy the magic of this festival, whose main goal is to celebrate tradition and cultural diversity. Both tourist destinations organize dozens of events a year. Many of these events of national importance have the potential for a more intensive market breakthrough in the region. They also provide the opportunity to offer additional facilities and tourist products (cruises, special interests). The Joint Tourism Working Group analysed festival tourism and saw in it the greatest opportunities for the development of tourist destinations Elin Pelin and Leskovac.

Tourists related to festivals make up the widest population, with a visit to a specific event being either a short break or the third vacation of the year. The age structure of tourists is from 18 to 55 years, with individual guests from 18 to 25 years old, groups from 25 to 35 years old, and couples from 45 to 55 years old. The main motive for coming is a specific event, in which they have been participating for several years. They are additionally motivated by attractions, shopping, gastronomy, and nightlife. They look for a good value for money when choosing accommodation and transportation. They usually stay between three and five days. The main source of information is the Internet. Research of the value chain in tourism shows that the common points of contact between Elin Pelin and Leskovac are festivals and folklore with gastronomy as a spice for creating a successful tourist product. Inhabitants of Elin Pelin and Leskovac are hospitable, inclined to spend time, open and accessible and that is why they organize events and festivals "for the soul". These attributes and hedonism are generally an important element for the future positioning of the destinations of Elin Pelin and Leskovac, as well as for the overall development of tourism. Festivals and events are elements of the tradition of tourist destinations Elin Pelin and Leskovac. At the same time, they are related to tourism. Also, the events attract foreign visitors, who are of great importance to the local community. As such, tourist events are an important factor in connecting tourists to these destinations. The identified tourism products (table below) are ideal for further development. Primarily due to high competitiveness and attractiveness and bring very high-income rates. It is crucial to monitor and evaluate visitor satisfaction in order to understand and identify the needs and perceptions of attendees, which in turn allows organizers to design and tailor the festival elements towards them, leading to higher visitor satisfaction, positive word-of-mouth advertising, and increased likelihood of repeat attendance.

2.2 Monitoring indicators

The attractiveness of a destination is a broad concept that is closely interconnected with the notion of competitiveness and with the quality of the tourism experience. To be competitive in the global tourism marketplace, a destination has to maintain and develop its attractiveness and distinctiveness. The tourism experience is about connecting people and visitors to what represents the identity of a destination, notably its natural and cultural resources and its way of life. There are essentially four imperatives around which the monitoring programme and adaptive management response should be developed. These find their roots, once again, in the pillars of sustainability: impacts on the local economy; impacts on the environment; impacts on society and needs and expectations of tourists. Dedicated tourism surveys are the most effective way of assessing progress, but they are expensive and need therefore to be interspersed with other monitoring techniques such as benchmarks or sustainability indicators. These are an increasingly popular means of fixing measurable parameters that help determine the impact of tourism in an area. They can indicate whether or not the positive effects are materialising as foreseen (performance indicators), or whether there are certain unexpected negative impacts that need to be addressed. Indicators are however quite complex to establish. Universal indicators do not as yet exist although the World Tourism Organisation and others are working on this. As a result, every destination will need to develop its own set of indicators in function of its particular circumstances and the information it requires. To monitor the competitiveness of a destination, it is therefore appropriate to introduce a group of indicators dealing with the notion of attractiveness. There are three main types of indicators: qualitative, quantitative, and normative. Qualitative indicators rely on value-based assessments (what people think) of the state of a particular issue such as residents' views on tourists, tourists' level of satisfaction, or experts' descriptions of the state of a particular ecosystem. Quantitative indicators are focused on specific, measurable facts. They involve the counting of specific events in a scientific fashion. These are normally expressed as percentages (20% of guides are certified), ratios (e.g., ratio of resident numbers compared to tourist numbers), or as raw data (e.g., 900 litres of water used per guest night). Normative indicators measure the existence or non-existence of some element such as a tourism plan or an environmental policy. The joint monitoring programme must determine what information is needed to answer these questions, how this is to be collected, who is involved, how often it will be collected and what it will cost. The latter plays an important part in the pragmatic reality of monitoring. Tourism statistics, and dedicated visitor surveys will provide all the necessary feedback to be able to work out a suitable management response. Some issues may be straightforward to tackle and are related only to an individual attraction or service.

Collecting data is one thing, analysing it effectively and turning it into useful management information is another. A large amount of information produced through monitoring activities can be wasted if it is not appropriately analysed and presented. Descriptions and tables below note provides an overview of some of the main methods that can be used to monitor, analyse and present quantitative data.

Estimated number of visitors: The total number of visitors per year will help to monitor progress over time, and reveal whether visitor numbers are increasing steadily, whether they have reached or exceeded the carrying capacity set in the strategy. The quantitative number of visitors to the festival is subject to assessment. There are a number of methods to calculate tourism impact on national/regional/local economy. However, most of them are complicated, require large resources and knowledge. At the same time, the data are very essential to prove the importance of tourism sector, self-government support and to develop tourism projects in the territory. For assessment of economic benefits, it is necessary to know approximate visitor numbers in the territory. Visitor Counting is the method is based on systematic collection and analysis of the visitor numbers (statistics) in a particular territory. The method is easy to use in the objects selling entrance tickets or where visitors are counted for the sake of the owner's interests and bookkeeping: accommodations, catering places, museums, cultural heritage sites, organised events, etc. The more objects of such kind are there in the territory, the easier it is to estimate the total visitor numbers and their flow in the area. It is most convenient to summarise the data at the end of a year. The data are useful in further planning of tourist flow, tourism products and infrastructure. How this is gathered will depend on the management set up of the destination.

Tourist consumption: If tourism is to be sustainable it must not only be economically profitable but also compete successfully with other destinations on a local, national, or regional basis in terms of price, attractiveness of the product and marketing strategy. Key areas to be examined in terms of competitiveness include value/price rating by visitors. Visitor satisfaction is an essential element of business sustainability. Satisfied customers stay longer, spend more, and when they go home, they recommend the destination to their friends. Visitor satisfaction is the result of a complex mix of factors including prior experience and expectations, as well as the actual experience at the site. Nevertheless, the main areas of satisfaction that can be monitored at destination level include general visitor satisfaction and visitors' feelings about whether they received value for money. Tourism consumption represents spending generated by tourism demand which aims at obtaining a number of goods and services. The volume of tourism consumption equals the volume of tourism production. Thus, only what is actually consumed will be produced, this is due to the characteristics of tourism demand, because tourism goods/ services cannot be stored and consumed at a later time. The main difficulty which arises during the procedure of determining tourism consumption stems from the correct determination of tourism sector, that is to say, where tourism sector ends and where it begins. An analysis of tourism sector shows it as being very heterogeneous because it represents in essence a consumption of a vast array of goods and services. There does not exist just one economy, tourism sector or tourism product. Tourism is spent in the place of production, so the tourist must travel to the destination and make consumption there, creating an opportunity for the development of local businesses of all kinds and enabling local communities to earn money through the informal economy, by selling goods and services directly to visitors. Tourism is a more diverse industry than many others. It has the potential to support other economic activities, both through the provision of flexible, redundant jobs, which can complement other activities, and through revenue generation through a more complex supply chain of goods and services. Tourism is labour-intensive and provides a wide range of different employment opportunities especially for women and young people. Which is strongly represented in the hospitality sector. Positive economic factors of tourist consumption in the destination are realized through the multiplied effect of money, i.e., the circulation of money through sectors of the economy, when the change of monetary and economic level, production and sales are accelerated. The money that tourists spend directly represents direct income. This consumption goes to tourism companies that provide goods and services to tourists, which serve vacations (for example, accommodation, food, excursions, etc.). The research conducted within "Tourism Value Chain Diagnosis" shows that the average consumption of tourists per day for Elin Pelin and Leskovac destinations is from 30 to 50 EUR. The average tourist in Elin Pelin spends between 25 and 30 EUR per night, spends between 10 and 20 EUR on food, while spends between 1 and 5 EUR on souvenirs.

Other consumption is practically marginal. In Leskovac, the consumption of tourists per day is as follows: overnight stay 25 EUR per person (lower class of accommodation). Lunch / dinner: 10-15 EUR per person. Refreshments and coffee 10 EUR per person. Purchase of souvenirs 2-3 EUR per person. Other consumption 15 EUR per person. For the destinations Elin Pelin and Leskovac, it is characteristic that 64% of tourist consumption goes to accommodation and food services, while outside board consumption is 16%. Indicator for tourist consumption is presented in table below.

Table 1 Indicator tourist consumption

| No | Festival | Indicator | Baseline Data (2021) | Target | Method | Data Source | Frequency | Responsibility |
|----|---|---|----------------------|--------|----------------------|-------------|--------------|--|
| 1 | Leskovac Barbecue Day as accompanying folklore festival "Shopski Praznik" in Elin Pelin | Tourist consumption tourist / day (EUR) | 30-50 | 40-60 | Focus group workshop | Report | One per year | Municipality of Elin Pelin |
| 2 | Day of "Shopski Praznik" folklore as accompanying the gastronomic festival Days of Leskovac Muckalica | Tourist consumption tourist / day (EUR) | 30-50 | 40-60 | Focus group workshop | Report | One per year | Tourist Organization of Leskovac (TOL) |

Level of visitor satisfaction: Psychological satisfaction indicators provide an early warning system for reduced visitor satisfaction levels. If tourists are less than satisfied with their visit, they are unlikely to come back or recommend the place to others. Eventually, the overall number of visitors to a particular attraction will drop as word gets around that it is 'not worth going to'. Stress indicators need to be devised in order to catch these problems early and to determine why it is that the levels of satisfaction are lower. Common causes can be traffic congestion within the area, overcrowding at particular attractions, loss of authenticity in the events and facilities, and a general over-commercialisation of the destination and its resources. The easiest way of picking up on these stress indicators is to provide visitor books or suggestion boxes, which gives the tourists a chance to record spontaneous comments and reactions to the facilities or organisation aspects of festival. Information on visitor satisfaction levels will help to reveal what tourists appreciated most and what they liked least, whether their expectations had been met and whether they intend to return for another holiday to the same destination. Also, whether any quality standards or labels affected their choice of destination or individual activity.

Measurement of satisfaction: A survey method was chosen to determine the level of visitor satisfaction. A survey is a set of written short, precise, and clear questions aimed at finding out answers to current questions or problems. Depending on the goal and necessity, surveys can be done among residents, businesses, or visitors (customers), tourists. Visitor surveys can provide information on visitor levels of satisfaction, their origin, occupation, interests. This information helps to develop competitive products and improve the existing tourism offer in a territory. The aim of visitor survey is to find out visitor opinions on the festival. The questions concerned the most important destination values, the most popular tourist attractions, visitor information availability, price to value relation of the tourism products and services. An anonymous questionnaire was prepared for that purpose (Annex 1). The questionnaire contains both open-ended and closed-ended questions – all of them aiming to consider all perspectives, perceptions, and opinions of Visitors. The Questionnaires contained 3 closed questions with answer options and 2 open questions.

This structure facilitated data processing. The survey form contains the basics information: Nationality and origin (within same country), Age/sex, perception about the destination (positive and negative). The assessment of the total satisfaction of visitors is generated by considering 10 parameters. The base data are determined by means of research and presented in Table 4. Questionnaire were prepared in tree languages, English, Bulgarian and Serbian. The form of the questionnaires complied with the requirements regarding the visualization of the Program and the EU.

Table 2 Indicator Visitor Satisfaction

| No | Festival | Indicator | Baseline Data (2021) | Target | Method | Data Source | Frequency | Responsibility |
|----|---|---|----------------------|--------|-----------|--------------------|--------------|--|
| 1 | Leskovac Barbecue Day as accompanying folklore festival "Shopski Praznik" in Elin Pelin | Percentage of visitors that are satisfied with their overall experience at festival | 75% | >75% | Surveying | The visitor survey | One per year | Municipality of Elin Pelin |
| 2 | Day of "Shopski Praznik" folklore as accompanying the gastronomic festival Days of Leskovac Muckalica | Percentage of visitors that are satisfied with their overall experience at festival | 75% | >75% | Surveying | The visitor survey | One per year | Tourist Organization of Leskovac (TOL) |

Table 3 Overall satisfaction-baseline data¹

| No | Satisfaction attributes | Baseline score (2021) | | | Average score/ 5-highest score |
|----|------------------------------|-----------------------|-------------|---------------|--------------------------------|
| | | Elin Pelin | Leskovac | Average score | |
| 1 | Organization of the festival | 4,00 | 4,08 | 4,04 | 81,00% |
| 2 | Value for money | 3,05 | 3,28 | 3,17 | 63,00% |
| 3 | Accommodation | 3,42 | 3,88 | 3,65 | 73,00% |
| 4 | Food and Beverage | 3,70 | 4,00 | 3,85 | 77,00% |
| 5 | Local gastronomy | 3,70 | 4,00 | 3,85 | 77,00% |
| 6 | Touristic offer | 3,46 | 3,64 | 3,55 | 71,00% |
| 7 | Hospitality | 3,86 | 4,10 | 3,98 | 80,00% |
| 8 | Safety | 4,15 | 4,11 | 4,13 | 83,00% |
| 9 | Service quality | 3,44 | 3,69 | 3,57 | 71,00% |
| 10 | Tourist signalization | 3,35 | 4,10 | 3,73 | 75,00% |
| | Overall satisfaction | 3,61 | 3,89 | 3,75 | 75,00% |

Festivals generate unique experiences and tremendous research effort has been focused on how to improve the festival's service performance to provide visitors with satisfactory experiences. The assumption is that if a festival maintains a high level of service quality, there will be more satisfied customers and a better chance for generating return visits.

¹ Source: Sudimac Mratinović D. and Milenković G. Tourism Value Chain Diagnosis-cross border area Elin Pelin Bulgaria and Leskovac Serbia. The project The Magic of Synergy (No CB007.2.12.002) within the Interreg – IPA program for the cross-border collaboration Bulgaria-Serbia 2014-2020. The Centre for the Development of Jablanica and Pcinja Districts. Leskovac 2021.

Data processing takes place in the excel application (Annex 2).

Reporting: Once the annual statistics and occasional surveys are complete it will be important to make these readily available to all stakeholders. This will help them to keep up to date about the performance of the destination, and to consider any individual adjustments they may need to make to their own individual facilities, to adapt to changing needs and opportunities. Data processing takes place in the excel application (Annex 2). Monitoring Report Template is presented in Annex 3.

Attachments:

Annex 1: Questionnaire for visitors

| No | Questionnaire type | Targeted | Language | Questionnaire characteristics |
|----|----------------------------|-------------------|---|---|
| 1 | Questionnaire for visitors | Tourists/Visitors | Bilingual English - Bulgarian; Bilingual English -Serbian | The questionnaire contains 5 questions (2 open-ended and 2 closed-ended questions). |

Annex 2: Data Processing application (MS Excel)

Annex 3 Monitoring Report Template